

Iverson's Jewelers  
1217-1225 Third Street  
Stevens Point  
Portage County  
Wisconsin

HABS No. WI-296

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PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

Historic American Buildings Survey  
National Park Service  
Rocky Mountain Regional Office  
Department of the Interior  
P.O. Box 25287  
Denver, Colorado 80225

United States Department of the Interior  
NATIONAL PARK SERVICE  
ROCKY MOUNTAIN REGION

HISTORIC AMERICAN BUILDINGS SURV

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ARCHITECTURAL DATA FORM

STATE Wisconsin	COUNTY Portage	TOWN OR VICINITY City of Stevens Point
HISTORIC NAME OF STRUCTURE (INCLUDE SOURCE FOR NAME) Iverson's Jewelers/Stevens Point Water Company Source: Stevens Point City Directories, 1907-8, 1912		HABS NO. WI 296
SECONDARY OR COMMON NAMES OF STRUCTURE Unique Bar & Liquor		
COMPLETE ADDRESS (DESCRIBE LOCATION FOR RURAL SITES) 1217-1225 Third Street		
DATE OF CONSTRUCTION (INCLUDE SOURCE) c. 1910 Sources: Stevens Point City Directories, 1907-8, 1912; Sanborn-Perris Map of Stevens Point, 1921	ARCHITECT(S) (INCLUDE SOURCE) None	
SIGNIFICANCE (ARCHITECTURAL AND HISTORICAL, INCLUDE ORIGINAL USE OF STRUCTURE) The building at 1217-1225 Third Street is the older of two adjacent three-bay commercial structures. The other is at 1201-1211 Third Street. The building was built by Jules Iverson around 1910 to accommodate greater space needs. His first store, built around 1880, still stands at 1036 Main Street. Iverson was a local jeweler for many years who (cont. next sheet)		
STYLE (IF APPROPRIATE)		
MATERIAL OF CONSTRUCTION (INCLUDE STRUCTURAL SYSTEMS) The subject building is of frame construction with a brick veneer facade on all exterior wall. The foundation is of coursed stone block covered to ground level with brick and (cont. next sheet)		
SHAPE AND DIMENSIONS OF STRUCTURE (SKETCHED FLOOR PLANS ON SEPARATE PAGES ARE ACCEPTABLE) The building is rectangular in shape. It is 72 feet long by 40 feet wide. The first floor is divided into three bays of which the northern two are combined into (cont. next sheet)..		
EXTERIOR FEATURES OF NOTE Other than the corbelled cornice and the pilasters mentioned above, there are no architectural features of particular note on this facade.		
INTERIOR FEATURES OF NOTE (DESCRIBE FLOOR PLANS, IF NOT SKETCHED) None. The interiors of all units on both floors have been completely modernized over the last thirty years. No original architectural remnants remain. The first floor consists of two storefronts, one using two bays and the third using one. The second floor is reached by a stairway on the southern end of the front facade. (Continued on next sheet)..		
MAJOR ALTERATIONS AND ADDITIONS WITH DATES No major additions have been made to the building. All interior spaces have been remodeled on both floors several times over the past thirty years. At some point, the hallway in the adjacent building at 1201-1211 Third Street was extended into this (Contin. next sheet).		
PRESENT CONDITION AND USE The City of Stevens Point presently owns this property and all the storefronts and apartments are now vacant pending demolition.		
OTHER INFORMATION AS APPROPRIATE This building has been acquired and will be demolished as part of the Stevens Point Downtown Revitalization Program which is being partially funded by an Urban Development Action grant from the U.S. Department of Housing and Urban Development.		
SOURCES OF INFORMATION (INCLUDE LISTING ON NATIONAL REGISTER, STATE REGISTERS, ETC.) City Directories. City of Stevens Point, 1907-8, 1912 Sanborn-Perris Map, City of Stevens Point, 1912 (Both sources are located in the Local Archives Collection of the University of Wisconsin - Stevens Point). Interviews with Marge Warner, Historian, City of Stevens Point		
COMPILER, AFFILIATION		DATE

City of Stevens Point  
Cont. Architectural Data Form

**SIGNIFICANCE** is best remembered for his donation of funds towards parks acquisition. Jubes Iverson park on the eastern edge of the City is named after him. Iverson's store occupied the northern two bays of the building until his death in 1926. Following that, numerous commercial uses occupied the property. The last of these was the Unique Bar and Liquor store which was at this site for some 25 years prior to the City's acquisition of the property in fall 1984. The southernmost of the three bays was originally occupied by the Stevens Point Water Company.

**MATERIAL OF CONSTRUCTION** visible only on the interior. Original first floor storefronts have been removed and replaced with modern windows and entries.

**SHAPE AND DIMENSION** one commercial operation. There are four apartments on the second floor.

**INTERIOR** Three of the apartments on the second floor are reached by this stairway while the fourth is entered from a hallway in the neighboring building at 1201-1211 Third Street.

**MAJOR ALTERATIONS** building to allow access to one of the four apartments.

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